

## ORDER



KLAS

Orders	Order / Rev:	35865
	Alt Order #:	08802358
	Product Desc:	ISSUE
	Estimate:	
	Flight Dates:	10/03/12 - 10/09/12
	Original Date / Rev:	09/26/12 / 09/26/12
	Order Type:	GENERAL

Primary AE:	Mike Jones
Sales Office:	K-WAS
Sales Region:	National

Agency	Name:	<u>Nebo Media</u>
	Buying Contact:	<u>Jessica Murray</u>
	Billing Contact:	<u>3299 K Street NW</u>
		<u>Washington, DC 20007</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	NRSC
	Demographic:	A35+
	Product Codes:	PO4
	Priority:	LV2
	Revenue Codes:	AGY, POL, ISS

New Business Thru: 09/04/11  
Order Separation: 00:10:00  
Advertiser External ID:  
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	58	\$91,950.00	\$78,157.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	58	\$91,950.00	\$78,157.50	0.00
<b>Totals</b>	<b>58</b>	<b>\$91,950.00</b>	<b>\$78,157.50</b>	<b>0.00</b>

#### **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
-------------------	--------------	--------------	-----------------------	---------

Mike Jones Start Of Order - End Of Order 100%

### Order Share

**KLAS** 31% \$91,950.00  
**Market** 100% \$296,612.00

#### **Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	18%	\$53,390.32
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	17%	\$50,424.19
KVWB	0%	\$0.00
LV1	0%	\$0.00
LINKWN	0%	\$0.00

**Order / Rev:** 35865  
**Alt Order #:** 08802358  
**Flight Dates:** 10/03/12 - 10/09/12

**Advertiser:** NRSC  
**Product Desc:** ISSUE  
**Estimate:**

KLAS

Order / Rev: 35865  
Alt Order #: 08802358  
Flight Dates: 10/03/12 - 10/09/12

Advertiser: NRSC  
Product Desc: ISSUE  
Estimate:

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	8	10/08/12	10/09/12	The Talk 2-3P The Talk	CM	2-3p	MT-----	:30	1	\$900.00	LV2	0.00	NM	1	\$900.00
<b>TALK</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MT----- 1 \$900.00 0.00															
16	8	10/03/12	10/05/12	Ellen Ellen	CM	3-4p	--WTF--	:30	2	\$1,000.00	LV2	0.00	NM	2	\$2,000.00
<b>ELLEN</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 --WTF-- 2 \$1,000.00 0.00															
17	8	10/08/12	10/09/12	Ellen Ellen	CM	3-4p	MT-----	:30	2	\$1,000.00	LV2	0.00	NM	2	\$2,000.00
<b>ELLEN</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MT----- 2 \$1,000.00 0.00															
18	8	10/03/12	10/05/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p	--WTF--	:30	2	\$1,300.00	LV2	0.00	NM	2	\$2,600.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 --WTF-- 2 \$1,300.00 0.00															
19	8	10/08/12	10/09/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p	MT-----	:30	1	\$1,300.00	LV2	0.00	NM	1	\$1,300.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MT----- 1 \$1,300.00 0.00															
20	8	10/03/12	10/05/12	8 News Now 5-630p M-FCM 8 News Now 5-630p M-F	CM	5-630p	--WTF--	:30	2	\$1,500.00	LV2	0.00	NM	2	\$3,000.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 --WTF-- 2 \$1,500.00 0.00															
21	8	10/08/12	10/09/12	8 News Now 5-630p M-FCM 8 News Now 5-630p M-F	CM	5-630p	MT-----	:30	2	\$1,500.00	LV2	0.00	NM	2	\$3,000.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MT----- 2 \$1,500.00 0.00															
22	8	10/03/12	10/05/12	630-7p Inside Edition Inside Edition	CM	630-7p	--WTF--	:30	1	\$1,300.00	LV2	0.00	NM	1	\$1,300.00
<b>IN EDITION</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 --WTF-- 1 \$1,300.00 0.00															
23	8	10/08/12	10/09/12	630-7p Inside Edition Inside Edition	CM	630-7p	MT-----	:30	1	\$1,300.00	LV2	0.00	NM	1	\$1,300.00
<b>IN EDITION</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MT----- 1 \$1,300.00 0.00															
24	8	10/03/12	10/05/12	7-8p Rotator 7-8p Rotator	CM	7-8p	--WTF--	:30	2	\$1,300.00	LV2	0.00	NM	2	\$2,600.00
<b>ET/INSIDER</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 --WTF-- 2 \$1,300.00 0.00															
25	8	10/08/12	10/09/12	7-8p Rotator 7-8p Rotator	CM	7-8p	MT-----	:30	2	\$1,300.00	LV2	0.00	NM	2	\$2,600.00
<b>ET/INSIDER</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 MT----- 2 \$1,300.00 0.00															
26	8	10/03/12	10/05/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p	--WTF--	:30	2	\$2,200.00	LV1	0.00	NM	2	\$4,400.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 --WTF-- 2 \$2,200.00 0.00															
27	8	10/08/12	10/09/12		CM	11-1135p	MT-----	:30	2	\$2,200.00	LV1	0.00	NM	2	\$4,400.00

Order / Rev: 35865  
Alt Order #: 08802358  
Flight Dates: 10/03/12 - 10/09/12

Advertiser: NRSC  
Product Desc: ISSUE  
Estimate:

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
8 News Now 11p M-F																
8 News Now 11p M-F																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12	28	8	10/03/12	10/05/12	Letterman Letterman	CM	1135p-1237a	--WTF--	:30	2	\$850.00	LV2	0.00	NM	2	\$1,700.00
LETTERMAN																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12	29	8	10/08/12	10/09/12	Letterman Letterman	CM	1135p-1237a	MT-----	:30	2	\$850.00	LV2	0.00	NM	2	\$1,700.00
LETTERMAN																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12	30	8	10/03/12	10/05/12	8 News Now 5a M-F	CM	5-6a	--WTF--	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
8 News Now 5a M-F																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12	31	8	10/05/12	10/05/12	Fri 8-9p CSI: NY	CM	8-9p	----F--	:30	1	\$8,500.00	LV1	0.00	NM	1	\$8,500.00
CSI NY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12	32	8	10/06/12	10/07/12	8 News Now 11p Sa/SuCM 8 News Now Sa/Su 11p	CM	11-1135P	-----SS	:30	2	\$1,100.00	LV2	0.00	NM	2	\$2,200.00
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12	33	8	10/06/12	10/06/12	CBS Early Show - Sat.	CM	5-7a	-----S-	:30	1	\$550.00	LV1	0.00	NM	1	\$550.00
CBS Early Show - Sat.																
SAT EARLY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12	35	8	10/06/12	10/06/12	8 News Now Sat 5-7p 8 News Now Sat 5-7p	CM	5-7p (5:00 PM-5:30 PM)	-----S-	:30	1	\$550.00	LV2	0.00	NM	1	\$800.00
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12	39	8	10/07/12	10/07/12	Face The Nation Face The Nation	CM	Face The Nation	-----S	:30	1	\$800.00	LV1	0.00	NM	1	\$2,500.00
FACE THE NATION																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12	42	8	10/07/12	10/07/12	8 News Now Sun 5-7p 8 News Now Sun 5-7p	CM	5-7p (6:30 PM-7:00 PM)	-----S	:30	1	\$1,500.00	LV1	0.00	NM	1	\$1,500.00
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12	43	8	10/07/12	10/07/12	Sun 7-8p 60 Minutes	CM	7-8p	-----S	:30	1	\$12,000.00	LV1	0.00	NM	1	\$12,000.00
60 MINUTES																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12							1	\$12,000.00								

Totals 58 \$91,950.00